



COMMUNITY DEVELOPMENT DEPARTMENT PLANNING DIVISION

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CITY OF NEWPORT BEACH ZONING ADMINISTRATOR STAFF REPORT

January 24, 2013
Agenda Item No. 2

SUBJECT: Newport North Center Monument Signs (PA2012-168)
1200 Bison Avenue
▪ Modification Permit No. MD2012-016

APPLICANT: Irvine Company – John Murphy

PLANNER: Javier S Garcia, AICP, Senior Planner
(949) 644-3206, jgarcia@newportbeachca.gov

ZONING DISTRICT/GENERAL PLAN

Zoning Code – PC-5, Area 3 Commercial (North Ford Planned Community)
General Plan – CG (General Commercial)

PROJECT SUMMARY

A Modification Permit to alter an existing monument sign fronting on MacArthur Boulevard, converting it to a multi-tenant sign; and to allow the addition of a second multi-tenant monument sign at the intersection of Bison Avenue and Camelback Street (northeast corner of the property). The existing monument sign will increase in area from 72 to 81 square feet and increase in height from approximately 8 feet to 9 feet; and the new monument sign will be 56 square feet and 6 feet 6 inches tall.

RECOMMENDATION

- 1) Conduct a public hearing; and
- 2) Adopt Draft Zoning Administrator Resolution No. ZA2012-____ approving Modification Permit No. MD2012-016 (Attachment No. ZA 1).

DISCUSSION

- The property is located in the PC-5 (North Ford Planned Community) District. Newport North Shopping Center is currently occupied by a mix of commercial uses. Land uses include retail storefronts and a gasoline station.
- The property is subject to both pedestrian and vehicular traffic, which prompts the need for adequate visible signage to identify the on-site tenants and direct the public to safely arrive at the shopping center.
- The configuration of the site, limits vehicular access to westbound traffic on Bison Avenue and to northbound traffic on Camelback Street, and the mix of uses create a need for the modification permit to allow an additional monument sign at the corner of Bison Avenue and Camelback Street. This is important for visibility to eastbound traffic as they approach Camelback Street, which is the last opportunity to access the shopping center, since U-Turns are prohibited to eastbound traffic at the intersection of Bison Avenue and MacArthur Boulevard.
- The North Ford Planned Community Regulations limit identification monument signs up to 4-feet-tall and 150 square feet maximum sign area when located within 20 feet of the property line. This regulation does not provide for tenant identification or adequate sign visibility. Sign visibility to identify the site is particularly ineffective for vehicular traffic traveling eastbound on Bison Avenue to facilitate access to the shopping center due to the two limited access points available. Additionally, the visibility of wall signs on the building to identify individual tenants within the shopping center is also limited by the distance of the buildings from the roadways. Therefore, the two monument signs will alleviate visibility by placement in locations that better serve persons seeking the shopping center.
- Staff believes that the additional sign area is necessary to provide adequate visibility and identification of the site and to the mix of individual tenants within the area from on-site and off-site vantage points.
- A modification permit is required to allow the monument signs to exceed the 4 foot height provisions and to allow for the identification of individual tenants whose wall signs are not visible from the roadways. The increased height is necessary for adequate identification of individual tenants with letter sizes that are visible to vehicular traffic traveling on the adjacent roadways.
- This approval will supersede Modification Permit No. MD2011-011, approved August 10, 2011, which permitted a monument sign (project identification only) fronting on MacArthur Boulevard, limited to 14 feet, 4 ½ inches long, 7 feet 11 inches high, 72 square feet of sign area, and identifying the shopping center only and not any individual tenants.

ENVIRONMENTAL REVIEW

The project qualifies for Class 11 (Accessory Structures) categorical exemption, Section 15311 of the California Environmental Quality Act. This class exempts construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to on-premise signs.

PUBLIC NOTICE

Notice of this hearing was published in the Daily Pilot, mailed to property owners within 300 feet (excluding intervening rights-of-way and waterways) of the property and posted at the site a minimum of 10 days in advance of this hearing consistent with the Municipal Code. Additionally, the item appeared upon the agenda for this meeting, which was posted at City Hall and on the City website.

APPEAL PERIOD: An appeal may be filed with the Director of Community Development, within fourteen (14) days following the date the action or decision was rendered unless a different period of time is specified by the Municipal Code (e.g., Title 19 allows ten (10) day appeal period for tentative parcel and tract maps, lot line adjustments, or lot mergers). For additional information on filing an appeal, contact the Planning Division at 949 644-3200.

Prepared by:



Javier S. Garcia, AICP,
Senior Planner
BW/jsg

Attachments:	ZA 1	Draft Resolution
	ZA 2	Vicinity Map
	ZA 3	Applicant's Justification Letter
	ZA 4	Photos, Traffic Signal Plan, and Project Plans

Attachment No. ZA 1

Draft Resolution

RESOLUTION NO. ZA2013-DRAFT

A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF NEWPORT BEACH APPROVING MODIFICATION PERMIT NO. MD2012-016 FOR THE NEWPORT NORTH CENTER LOCATED AT 1200 BISON AVENUE (PA2012-168)

THE ZONING ADMINSTRATOR OF THE CITY OF NEWPORT BEACH HEREBY FINDS AS FOLLOWS:

SECTION 1. STATEMENT OF FACTS.

1. An application was filed by John Murphy on behalf of the Irvine Company, property owner, with respect to property located at 1200 Bison Avenue legally described as Lot 6, Tract 12309, requesting approval of a Modification Permit.
2. The subject property is located within the PC-5 Zoning District (North Ford Planned Community, General Commercial Area 3) and the General Plan Land Use Element category is CG (General Commercial).
3. The applicant requests a Modification Permit to allow reconstruction of the existing and construction of a new second freestanding multi-tenant monument sign to identify on-site retail tenants and the project, where the North Ford Planned Community District Regulations restrict the property to a freestanding signs for project identification only. Additionally, the freestanding signs will exceed the maximum height of four (4) feet specified by the Planned Community District Regulations for monument signs, and more than the 20 percent increase that can be authorized by a comprehensive sign program.
4. A public hearing was held on January 24, 2013, in the City Hall Council Chambers, 3300 Newport Boulevard, Newport Beach, California. A notice of time, place and purpose of the meeting was given in accordance with the Newport Beach Municipal Code. Evidence, both written and oral, was presented to, and considered by, the Zoning Administrator at this meeting.

SECTION 2. CALIFORNIA ENVIRONMENTAL QUALITY ACT DETERMINATION.

1. This project has been determined to be categorically exempt under the requirements of the California Environmental Quality Act, pursuant to Section 15311 (Class 11 – Accessory Structures).
2. Class 11 exempts construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to on-premise signs.

SECTION 3. REQUIRED FINDINGS.

Modification Permit to allow the construction of two freestanding signs to exceed the permitted height and to allow the new signs to identify individual tenants (multi-tenant monument signs), where the North Ford Planned Community District Regulations limit the monument signs to 4 feet tall and project identification only.

In accordance with Section 20.52.050.E (Findings and decision) of the Newport Beach Municipal Code, the following findings and facts in support of the findings for a Modification Permit are set forth:

Finding

- A. *The requested modification will be compatible with existing development in the neighborhood.*

Facts in Support of Finding

1. The subject property is located in the PC-5 (North Ford Planned Community, Area 3) District and is designated CG (General Commercial) by the Land Use Element of the General Plan. This district is intended to provide for a wide variety of commercial activities oriented to primarily serve citywide and regional needs. The existing commercial development and proposed signage is consistent with this land use designation. The application of the Zoning Code provisions for signs in place of the North Ford Planned Community District Regulations is appropriate since the commercial shopping center is comparable to other such commercial centers located citywide. The proposed signage is accessory to the primary use.
2. The freestanding signs, as proposed, are in scale with the property street frontages in that the maximum permissible size for each sign does not exceed 150 square feet.
3. The changes to the existing monument sign and the proposed new monument sign are consistent and comparable with other commercial properties located citywide which have not been deemed incompatible with the surrounding neighborhood.

Finding

- B. *The granting of the modification is necessary due to the unique physical characteristic(s) of the property and/or structure, and/or characteristics of the use.*

Facts in Support of Finding

1. The perpendicular orientation of the westerly building to Bison Avenue obstructs the visibility of the tenant wall signs on all buildings that generally face the interior parking lot.

2. The freestanding signs as proposed will provide enhanced visibility for vehicular traffic traveling eastbound on Bison Avenue for project identification and individual tenants that range in distance from the street right-of-way of between 35 and 100 feet. This is important for visibility to eastbound Bison Avenue traffic as they approach Camelback Street, which is the last opportunity to access the shopping center, since U-Turns are prohibited to eastbound traffic at the intersection of Bison Avenue and MacArthur Boulevard.
3. The proposed increased height of the freestanding signs is necessary due to the overall size of the commercial project, placement of the buildings on the site, and the speed of traffic on Bison Avenue and MacArthur Boulevard. Additionally, several tenants are located interior to the property with limited or obstructed sign visibility from the roadways.
4. The change to the existing monument sign will increase in area to 81 square feet and increase in height to 9 feet; and the new monument sign will be 56 square feet and 6 feet 6 inches tall, will provide adequate sign area to provide tenant identification that will be readily visible from the adjacent roadways.

Finding

- C. *The granting of the modification is necessary due to practical difficulties associated with the property and that the strict application of the Zoning Code results in physical hardships that are inconsistent with the purpose and intent of the Zoning Code.*

Facts in Support of Finding

1. The property is developed with four buildings with tenant identification wall signs, some of which are not directly visible from the roadways and which will be supplemented by the visibility of the monument signs.
2. The modification permit will allow freestanding signs that are in scale with the buildings and that provide enhanced visibility from MacArthur Boulevard and Bison Avenue frontages to the greatest extent possible.

Finding

- D. *There are no alternatives to the modification permit that could provide similar benefits to the applicant with less potential detriment to surrounding owners and occupants, the neighborhood, or to the general public.*

Facts in Support of Finding

1. The granting of a modification permit to allow the increased height of the freestanding signs, will also allow identification of multiple tenants with enhanced visibility from MacArthur Boulevard and Bison Avenue. The modification to allow the increased height

of the second multi-tenant identification sign will provide visibility to vehicular traffic traveling eastbound on Bison Avenue and allow for direction to the Camelback Street entrance to the shopping center. The visibility provided by the increased height is important since vehicular traffic cannot make a U-Turn at MacArthur Boulevard. Similar provision could not be granted within the parameters of the North Ford Planned Community District Regulations or the Zoning Code that could enhance visibility to remedy the restricted traffic movements in and around the site or on the adjacent roadways.

Finding

- E. The granting of the modification would not be detrimental to public health, safety, or welfare, to the occupants of the property, nearby properties, the neighborhood, or the City, or result in a change in density or intensity that would be inconsistent with the provisions of this Zoning Code.*

Facts in Support of Finding

1. The proposed freestanding signs are consistent with the multi-tenant signage of the commercial projects within North Ford Planned Community and elsewhere in the City and for those reasons will not be detrimental to public health, safety, or welfare to the occupants of the property, nearby properties, the neighborhood, or the City.
2. The monument signs as recommended will not interfere with sight distance for vehicles entering or exiting the property from the driveways on Bison Avenue or Camelback Street.
3. The signage is for commercial uses in a commercial district and is not in or adjacent to a residential district.
4. No foreseeable detriment will result from the approval of the modification permit as conditioned to limit the height and number of multi-tenant monument signs (two only, multi-tenant project signs), with identification of no more than three tenants per sign as recommended by staff; one at the MacArthur Boulevard Frontage and one at the intersection of Bison Avenue and Camelback Street.

SECTION 4. DECISION.

NOW, THEREFORE, BE IT RESOLVED:

1. The Zoning Administrator of the City of Newport Beach hereby approves Modification Permit No. MD2012-016, subject to the conditions set forth in Exhibit A which are attached hereto and incorporated by reference.
2. Modification Permit applications do not become effective until 14 days following the date of action. Prior to the effective date, the applicant or any interested party may appeal the decision of the Zoning Administrator to the Planning Commission by submitting a written

appeal application to the Community Development Director. For additional information on filing an appeal, contact the Planning Division at 949-644-3200.

PASSED, APPROVED, AND ADOPTED THIS 24TH DAY OF JANUARY, 2013.

Brenda Wisneski, AICP, Zoning Administrator

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EXHIBIT “A”

CONDITIONS OF APPROVAL

1. The development shall be in substantial conformance with the approved site plan, details, and elevations, except as noted in the following conditions.
2. Locations of the signs are limited to the designated locations and shall comply with the limitations specified in Exhibits “A” and “B.”
3. All signs shall be maintained in accordance with Section 20.42.170 (Maintenance Requirements) of the Newport Beach Municipal Code. Temporary and exempt signs not specifically addressed in this Modification Permit e program shall be regulated by the provisions of Chapter 20.42 of the Newport Beach Municipal Code.
4. Locations of the signs are limited to the designated areas and shall comply with the limitations specified herein and any applicable sight distance provisions of Chapter 20.42 of the Newport Beach Municipal Code or required by the Public Works Department (City Standard 110-L, using $S=525$ feet for MacArthur Boulevard). Additionally, the applicant shall provide Sight Distance Exhibits for review and approval by the Public Works Department prior to issuance of building permits, if applicable.
5. The plans submitted for building permits shall clearly depict and call out the location of property lines in relation to the proposed signs and fully dimensioned.
6. The plans submitted for building permits shall show and call out all traffic signal equipment located within and close proximity to the proposed signs. Please refer to the Traffic Signal Plan included with the Staff Report Attachment ZA 4.
7. The plans submitted for building permits shall show the location of existing Southern California Edison (SCE) Easement.
8. Prior to issuance of building permits, the applicant shall submit to the Planning Department an additional copy of the approved architectural plans for inclusion in the Planning Division file. The plans shall be identical to those approved by all City departments for building permit issuance. The approved copy shall include architectural sheets only and shall be reduced in size to 11 inches by 17 inches. The plans shall accurately depict the elements approved by this approval and shall highlight the approved elements such that they are readily discernible from other elements of the plans.
9. A building permit shall be obtained prior to commencement of the construction and/or installation of the signs, and in accordance with the applicable Building Codes.

10. A copy of the resolution, including conditions of approval Exhibit "A," and Exhibit "B" shall be incorporated into the Building Department and field sets of plans prior to issuance of the building permits for the freestanding signs, to identify this approval as the authority for location, size and placement.
11. This approval shall expire and become void unless exercised within 24 months from the actual date of review authority approval, except where an extension of time is approved in compliance with the provisions of Title 20 Planning and Zoning, of the Newport Beach Municipal Code.
12. To the fullest extent permitted by law, applicant shall indemnify, defend and hold harmless City, its City Council, its boards and commissions, officials, officers, employees, and agents from and against any and all claims, demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs and expenses (including without limitation, attorney's fees, disbursements and court costs) of every kind and nature whatsoever which may arise from or in any manner relate (directly or indirectly) to City's approval of the **Newport North Center Sign Modification Permit including, but not limited to Modification Permit No. MD2012-016 (PA2012-168)** and the determination that the project is exempt under the requirements of the California Environmental Quality Act. This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorneys' fees, and other expenses incurred in connection with such claim, action, causes of action, suit or proceeding whether incurred by applicant, City, and/or the parties initiating or bringing such proceeding. The applicant shall indemnify the City for all of City's costs, attorneys' fees, and damages which City incurs in enforcing the indemnification provisions set forth in this condition. The applicant shall pay to the City upon demand any amount owed to the City pursuant to the indemnification requirements prescribed in this condition.

EXHIBIT “B”**SIGN PROGRAM MATRIX****Frontages:**

Sign 1.1, MacArthur Boulevard Frontage

Sign 1A.1 Bison Avenue Frontage

Type of Sign & Location	Other Requirements		
Monument Sign 1.1 Multi-Panel and Project Identification Sign, MacArthur Blvd	<ul style="list-style-type: none"> • Max Height: 8 feet 11 inches, average height • Max Length: 14 feet. in overall length • Max Sign Area: 95 sq. ft. • Max Vertical Dimension, Logo or Letter: 36 in; 6-in minimum letter height. • Location: Minimum 10 feet from front property line. • Shall not identify more than three (3) retail tenants per side. 		
Monument Sign 1A.1 Multi-Panel and Project Identification Sign, Bison Avenue	<ul style="list-style-type: none"> • Max Height: 6 feet 6 inches, average height • Max Length: 9 feet 5 inches, overall length • Max Sign Area: 44 sq. ft. • Max Vertical Dimension, Logo or Letter: 36 in; 6-in minimum letter height. • Location: Minimum 8 feet from front property line • Shall not identify more than three (3) retail tenants. 		

NOTES/REQUIREMENTS:

- Requirements for all signs per Municipal Code Chapter 20.42, freestanding signs per Section 20.42.080 C, except as provided in this sign matrix.
- Sign area is the area measured by two perpendicular sets of parallel lines that surround the proposed logo and sign copy. All signs shall substantially conform to the approved attached sign matrix.
- Pursuant to Section 20.42.120.F of the Zoning Code, the Community Development Director may approve minor revisions to this approval if the intent of the original approval is not affected.

Attachment No. ZA 2

Vicinity Map

VICINITY MAP



Modification Permit No. MD2012-016
(PA2012-168)

1200 Bison Avenue

Attachment No. ZA 3

Applicant's Justification Letter



December 3, 2012

Ms. Brenda Wisneski
Deputy Community Development Director
City of Newport Beach
3300 Newport Boulevard
Newport Beach, CA 92658-8915

Subject: Newport North Center, Sign Modification Permit Application

Dear Ms. Wisneski:

On behalf of Irvine Company, CAA Planning, Inc. (CAA) submits the enclosed Modification Permit application to allow a second multi-tenant monument sign within the Newport North Center (Center) to be located at the intersection of Bison Avenue and Camelback Road. The Center is in the North Ford Planned Community (PC). The PC allows for one multi-tenant directory sign. In conjunction with this approval, the Center will be renamed Newport North Shopping Center as depicted on the enclosed sign drawings. The Center currently has one multi-tenant directory sign on MacArthur Boulevard. The name change will require a modification to the height of that sign to accommodate the additional text. No change to sign length is proposed.

Background

The Newport North Center is a retail center located at 1200 Bison Avenue in Newport Beach. On March 3, 2004, Modification Permit MD2004-009 (PA2004-029) approved the replacement of an existing monument sign with a larger, internally lit monument sign to be located at the intersection of Bison Avenue and MacArthur Boulevard. The monument sign height was set at a maximum of up to 8'-7" at the highest point above grade, exceeding the 4' height limit allowed by North Ford PC regulations. The extended height was granted because of the high volume of traffic along MacArthur Boulevard and Bison Avenue, which made a larger, more visible sign appropriate for the location. The overall dimensions of the sign were 14'-4½" in length by 8'-7" in height and 72 square feet in area per side.

On August 10, 2011 the Zoning Administrator approved Modification Permit MD2011-011 (PA2011-135) to allow the installation of a 14'-4½" long by 7'-11" high monument sign with a maximum sign area of 81 square feet for the Center at the intersection of MacArthur Boulevard and Bison Avenue to accommodate the addition of up to three tenant names due to visibility concerns (Exhibit G4). The height of this sign decreased from what was approved under MD2004-009 (PA2004-209) from 8'-7" to 7'-11" and the sign face increased in area from 72 square feet to 81 square feet.



Ms. Brenda Wisneski
December 3, 2012
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Proposed Modification to Existing Monument Sign - MacArthur Boulevard

In conjunction with the proposed name change to Newport North Shopping Center, Irvine Company is requesting a modification to the height of the existing monument sign on MacArthur Boulevard. As shown on pages G4 and G5 of the attached Signage and Graphics Program, the sign height would increase from 7' 11" to 8' 11" to allow the addition of a line of text to accommodate the name change. Letter height for the tenant names would remain at 10". The letter height for the text "Newport North" would be reduced from 11 1/8" to 10". The second line of text, Shopping Center, would be 7 3/4" in height. As noted above, in 2004 a height of 8' 7" (MD2004-009) was approved for this sign and later decreased to 7' 11". The currently proposed sign height represents an increase of 4" over what was originally approved.

Proposed New Monument Sign – Bison and Camelback

Irvine Company also proposes to place a new monument sign at the intersection of Bison and Camelback. The sign will be 9'-4 5/8" in length and 6'-6" in height with a sign area of 43 square feet. The PC Regulations provide for one identification sign (single or double-faced) per street frontage for each individual business. The PC also allows for one multi-tenant directory sign listing only the name of the firms or businesses on a site, which is a more efficient way to display the names of several individual businesses. The multi-tenant directory signs are limited to a maximum height of twenty feet. Panels identifying each individual business shall be no larger than one foot in height and five feet in length. This modification permit seeks to allow an additional multi-tenant directory sign, including a sign length in excess of the 5' length allowed by the PC.

As shown on the enclosed plans, the sign will be set back approximately 10' from the property line. Signage and Graphics Program page G7 depicts the line of sight at the intersection of Bison and Camelback at the proposed sign location.

In addition, the proposed sign will alert motorists traveling eastbound on Bison to the Camelback entry into the Center which is the only access available to eastbound traffic. (Eastbound traffic is precluded from access to the Center at the Bison entry because of the left turn lane for eastbound traffic turning left onto MacArthur Boulevard. The Bison entry is right-in, right-out only.)

Required Actions

As allowed by Zoning Code Section 20.42.080.C, Irvine Company requests approval of a Modification Permit to allow for the additional Multi-Tenant Directory Monument Sign at Bison and Camelback. Irvine Company is seeking the following modifications to the sign standards for a Project/Building Identification Sign as outlined in the PC Text:

- MacArthur Boulevard - Approval to allow an increase in the height of an existing sign from 7' 11" to 8' 11".



Ms. Brenda Wisneski
December 3, 2012
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- Bison Avenue and Camelback Street – Approval to allow an additional multi-tenant directory sign at a height of 6' 6" and length of 9' 4 5/8" for the proposed sign where the PC Regulations allow a maximum length of 5'.

Findings have been prepared in support of the modification permit request, and are attached hereto. For purpose of the public hearing notice mailing labels, radius map, and preparer's certification are also provided. If you have any questions or concerns, please do not hesitate to contact me at (949) 581-2888.

Sincerely,

CAA PLANNING, INC.

Shawna L. Schaffner
Chief Executive Officer

Attachments: Modification Permit Application
Letter of Authorization
Sign Drawings with Site Plan/Photos (6 sets and CD-ROM)
Findings
Mailing Labels, Radius Map, Preparer's Certification

cc: Mr. John Murphy, Irvine Company
Mr. Wyatt Strateman, MPA

FINDINGS

Zoning Code Section 20.52.050 – Modification Permits

Subsection E. Required Findings. “The Zoning Administrator may approve or conditionally approve a Modification Permit if, on the basis of the application, materials, plans and testimony (orally and/or in writing) submitted, the Zoning Administrator finds all of the following:”

1. Finding: The requested modification will be compatible with the existing development in the neighborhood;

Facts in support of finding:

- *Newport North Shopping Center is located in the North Ford Planned Community District, is to the east of existing industrial development, and is to the south of residential areas. The height of the existing sign and the proposed sign is consistent with other neighborhood centers in Newport Beach, notably The Bluffs Shopping Center located on the other side of MacArthur Boulevard in the Bonita Canyon Planned Community.*
- *The North Ford Planned Community District Regulations allow for one identification sign per street frontage and the proposed sign will satisfy the regulation for the frontage on Bison. The PC also allows for one multi-tenant directory sign listing only the name of the firms or businesses on a site. An additional multi-tenant directory sign is a more efficient way to display the names of several individual businesses.*

2. Finding: The granting of the modification is necessary due to the unique physical characteristic(s) of the property and/or structure, and/or characteristics of the use;

Facts in support of finding:

- *At the corner of Bison and Camelback, Newport North Shopping Center is approximately 10 feet below street grade which partially obstructs views of many of the center's tenants and internal signage. The proposed sign will alert motorists traveling eastbound on Bison to the Camelback entry into the Center which is the only access available to eastbound traffic.*
- *The Bison entry into the Newport North Shopping Center is right-in, right-out only. In order to enter at Bison, eastbound traffic must make a U-turn at MacArthur. The proposed sign will alert motorists traveling eastbound on Bison to the Camelback entry into the Center which will serve to reduce congestion and improve traffic flow from the northbound left-turn lane on Bison.*

3. Finding: The granting of the modification is necessary due to the practical difficulties associated with the property and that the strict application of the Zoning Code results in physical hardships that are inconsistent with the purpose and intent of the Zoning Code;

Facts in support of finding:

FINDINGS

- *As noted in the staff findings for Modification Permit No. MD2004-009 (PA2004-029), MacArthur Boulevard and Bison Avenue are both subject to high volumes of traffic. Given the traffic conditions along these roads, drivers face even more difficulty safely identifying the Camelback left turn lane for entry into the Newport North Shopping Center. Eastbound traffic is precluded from access to the Center at the Bison entry because of the left turn lane for eastbound traffic turning left onto MacArthur Boulevard. In order to enter at Bison, eastbound traffic must make a U-turn at MacArthur. The proposed sign will alert motorists traveling eastbound on Bison to the Camelback entry into the Center which will serve to reduce congestion and improve traffic flow from the northbound left-turn lane on Bison.*
4. Finding: There are no alternatives to the Modification Permit, that could provide similar benefits to the applicant with less potential detriment to the surrounding owners and occupants, the neighborhood, or the general public; and
- Facts in support of finding:
- *The proposed multi-tenant monument sign is not detrimental to the surrounding owners and occupants, the neighborhood or the general public and, therefore, no alternatives are considered. The Center is located in a mixed-use area of residential, commercial and industrial development and will provide improved access way-finding for vehicles traveling eastbound on Bison. The PC provides for one identification sign per street frontage and one multi-tenant directory sign.*
 - *The existing multi-tenant monument sign located at MacArthur and Bison was previously approved in 2004 by Modification Permit MD2004-009 which allowed for height of 8'7" and which was constructed to a height of 7' 11". The currently proposed sign height represents an increase of just 4" over the 2004 approval*
5. Finding: The granting of the modification would not be detrimental to public health, safety, or welfare to the occupants of the property, nearby properties, the neighborhood, or the City, or result in a change in density or intensity that would be inconsistent with the provisions of this Zoning Code

Facts in support of finding:

- *The proposed monument sign will be located at the curb return of Bison and Camelback and is an ideal location for motorists and will have no impact on public health or safety, nor will it impact public or private views.*
- *Providing a monument sign at the intersection of Bison and Camelback promotes public safety by alerting motorists to the Camelback Street as an alternative entry into Newport North Shopping Center.*
- *The Zoning Code allows for an increase in the height, number and area of signs.*

Attachment No. ZA 4

Photos, Traffic Signal Plan, and Project
Plans

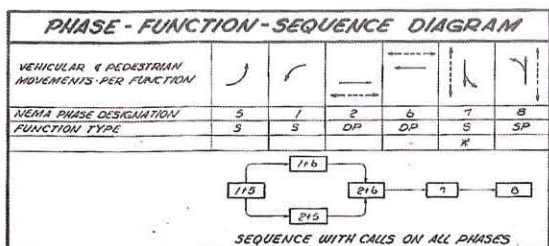
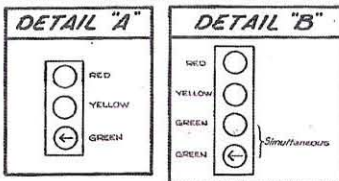


View from MacArthur Boulevard and Bison Avenue Intersection

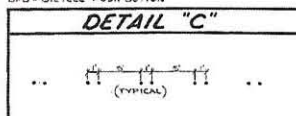


View from Bison Avenue and Camelback Street Intersection

CONDUCTOR SCHEDULE				
AUG	CIRCUIT	Δ	Δ	Δ
#1	1	3	3	3
#2	2	3	3	3
#3	3	3	3	3
#4	4	3	3	3
#5	5	3	3	3
#6	6	3	3	3
#7	7	3	3	3
#8	8	3	3	3
#9	9	3	3	3
#10	10	3	3	3
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#42	42	3	3	3
#43	43	3	3	3
#44	44	3	3	3
#45	45	3	3	3
#46	46	3	3	3
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#97	97	3	3	3
#98	98	3	3	3
#99	99	3	3	3
#100	100	3	3	3



SENSOR SCHEDULE		
SENSOR UNIT	CHANNEL	DETECTOR
#1	1	1-#1
#2	2	2-#2
#3	3	3-#3
#4	4	4-#4
#5	5	5-#5
#6	6	6-#6
#7	7	7-#7
#8	8	8-#8
#9	9	9-#9
#10	10	10-#10
#11	11	11-#11
#12	12	12-#12
#13	13	13-#13
#14	14	14-#14
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#16	16	16-#16
#17	17	17-#17
#18	18	18-#18
#19	19	19-#19
#20	20	20-#20
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#24	24	24-#24
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#96	96	96-#96
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#100	100	100-#100



GENERAL NOTES:

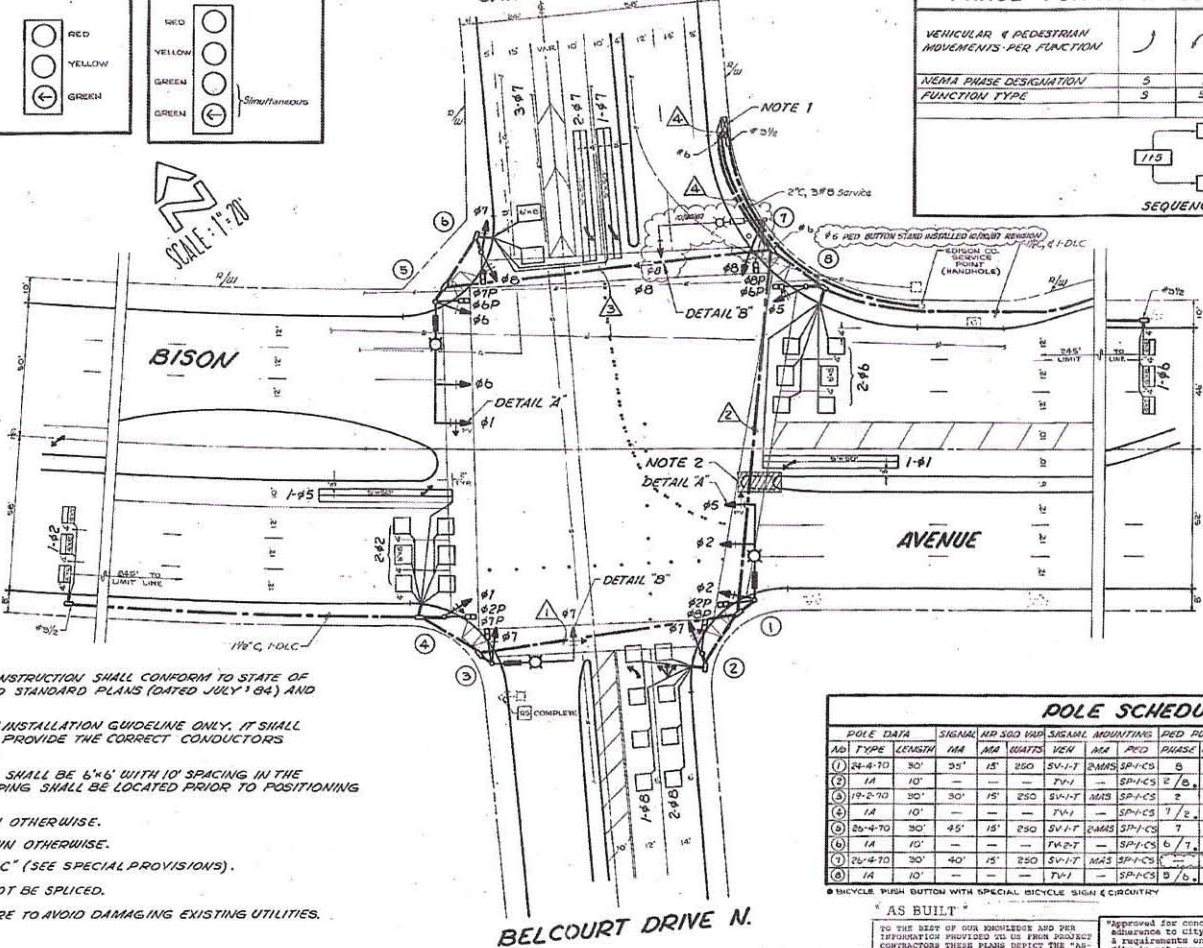
- TRAFFIC SIGNAL AND HIGHWAY LIGHTING CONSTRUCTION SHALL CONFORM TO STATE OF CALIFORNIA STANDARD SPECIFICATIONS AND STANDARD PLANS (DATED JULY '84) AND THE SPECIAL PROVISIONS.
- CONDUCTOR SCHEDULE IS FURNISHED AS AN INSTALLATION GUIDELINE ONLY. IT SHALL BE THE CONTRACTOR'S RESPONSIBILITY TO PROVIDE THE CORRECT CONDUCTORS REQUIRED FOR THE INTENDED OPERATION.
- UNLESS SHOWN OTHERWISE INDUCTIVE LOOPS SHALL BE 6"x6" WITH 10' SPACING IN THE DIRECTION OF TRAVEL. NECESSARY STRIPING SHALL BE LOCATED PRIOR TO POSITIONING DETECTORS.
- ALL CONDUIT SHALL BE 2" UNLESS SHOWN OTHERWISE.
- ALL PULLBOXES SHALL BE #5 UNLESS SHOWN OTHERWISE.
- PEDESTRIAN INDICATIONS SHALL BE TYPE "C" (SEE SPECIAL PROVISIONS).
- UNGROUNDING SIGNAL CONDUCTORS SHALL NOT BE SPLICED.
- CONTRACTOR SHALL EXERCISE EXTREME CARE TO AVOID DAMAGING EXISTING UTILITIES.

NOTES THIS SHEET:

- INSTALL TYPE 90 CONTROLLER ASSEMBLY COMPLETE WITH DETECTION AS SHOWN, AND MISCELLANEOUS AUXILIARY EQUIPMENT IN TYPE "B" CABINET, WITH MODIFIED TYPE II SERVICE. (SEE SPECIAL PROVISIONS AND DETAIL #5 2'x3', SHEET 4 OF 4).
- SAUCUT AND REMOVE 12" OF EXISTING MEDIAN NOSE WHERE SHOWN ON BISON AVENUE TO A DEPTH OF 12" BELOW EXISTING ROADWAY GRADE. CONSTRUCT NEW NOSE IN KIND, AND 12" A.C. DEEP LIFT IN AREA OF MEDIAN REMOVAL. FEATHER AND JOIN SURROUNDING ROADWAY.

Utilities shown on the plan are based on available records. Contractor shall take extreme care to avoid damage to existing utilities. Contractor shall consult utility agencies to determine exact location prior to excavation.

CAMELBACK ST.



POLE SCHEDULE															
POLE DATA			SIGNAL	NO. 300 VAP	SIGNAL MOUNTING	RED PUSH BUTTON	POLE LOCATION				TYPE "X" SIGN				
AD	TYPE	LENGTH	MA	MA	WATTS	VIEW	MA	PCD	FACE	POLE QUAD	E	B	C	N	(DOUBLE LEG)
1	24-4	30'	35'	15'	250	SV-I-T	2MMS	SP-I-CS	5	NW	15'	25'			Camelback
2	1A	10'				FW-I	SP-I-CS	2	6	NE	16	25'			
3	12-2	30'	30'	15'	250	SV-I-T	2MMS	SP-I-CS	2	NE	15'	25'			Bison
4	1A	10'				FW-I	SP-I-CS	7	2	SE	16	14'			
5	24-4	30'	45'	15'	250	SV-I-T	2MMS	SP-I-CS	7	SE	14'	25'			Camelback
6	1A	10'				FW-I-T	SP-I-CS	6	7	SW	14'	25'			
7	24-4	30'	40'	15'	250	SV-I-T	2MMS	SP-I-CS	5	SW	16'	25'			Bison
8	1A	10'				FW-I	SP-I-CS	5	5	NW	14'	25'			

Newport North Center

Signage and Graphics Program

Newport Beach, California

Project Number 11003

Design Development

11.27.12

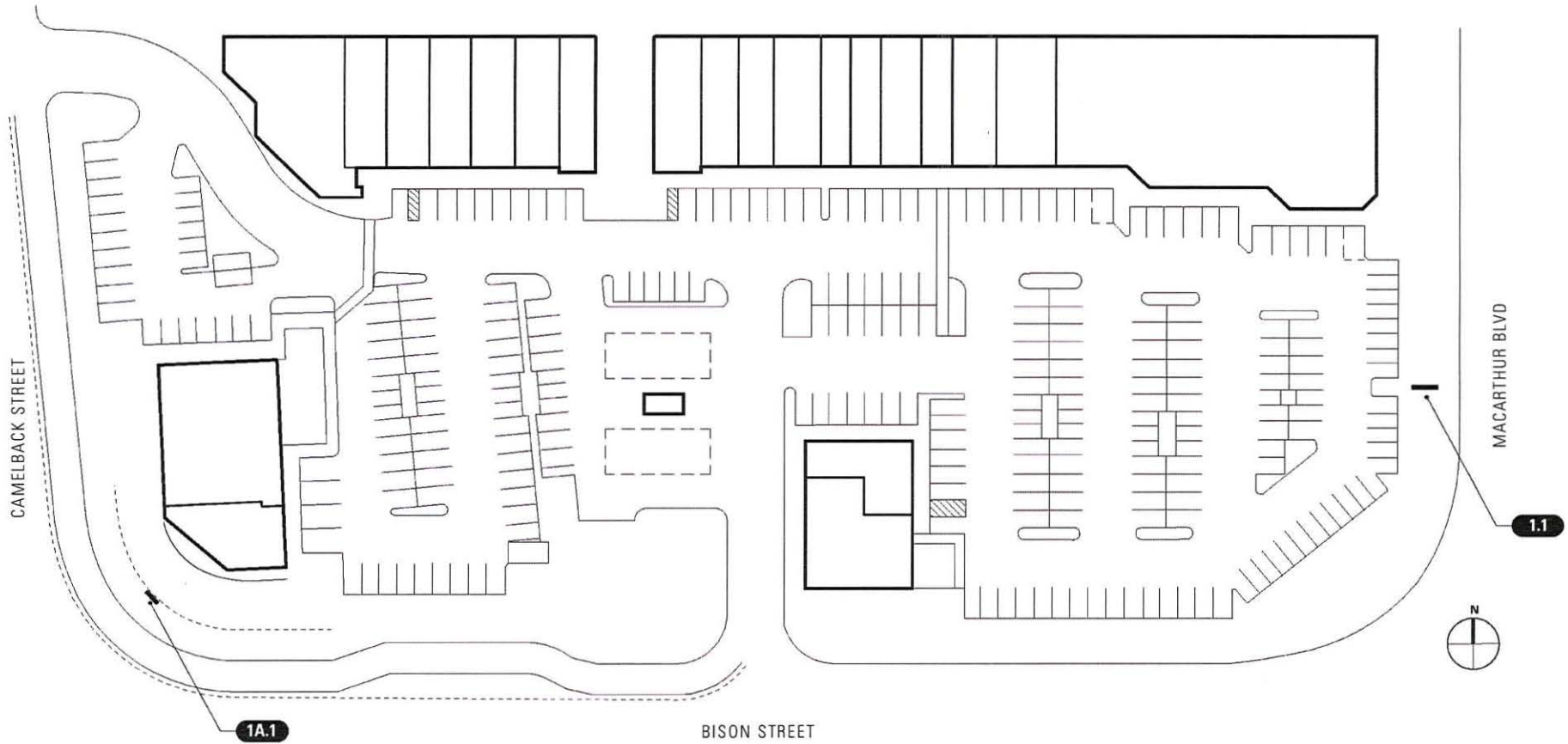


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IRVINE COMPANY | **RETAIL**
Since 1864 **PROPERTIES**



1 | SITE/SIGN LOCATION PLAN
SCALE: N.T.S.



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Signage and Graphics Program
Newport Beach, California
Project No. 11003

Irvine Company
Retail Properties

Design Development 11.27.12 KK

**Site/Sign
Location Plan**

G1



VIEW LOOKING WEST ON BISON



VIEW LOOKING WEST ON BISON



VIEW OF CORNER OF BISON & CAMELBACK



VIEW LOOKING NORTH FROM BISON

1 EXISTING CONDITIONS AT CORNER OF BISON & CAMELBACK
SCALE: N.T.S.



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Project No. 11003

Irvine Company
Retail Properties

Design Development

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**Existing
Conditions**

G2



VIEW OF CORNER FROM CAMELBACK



VIEW LOOKING SOUTH FROM CAMELBACK



VIEW LOOKING SOUTHEAST FROM CAMELBACK



VIEW LOOKING NORTHWEST FROM BISON

1 | EXISTING CONDITIONS AT CORNER OF BISON & CAMELBACK

SCALE: N.T.S.



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Signage and Graphics Program
Newport Beach, California
Project No. 11003

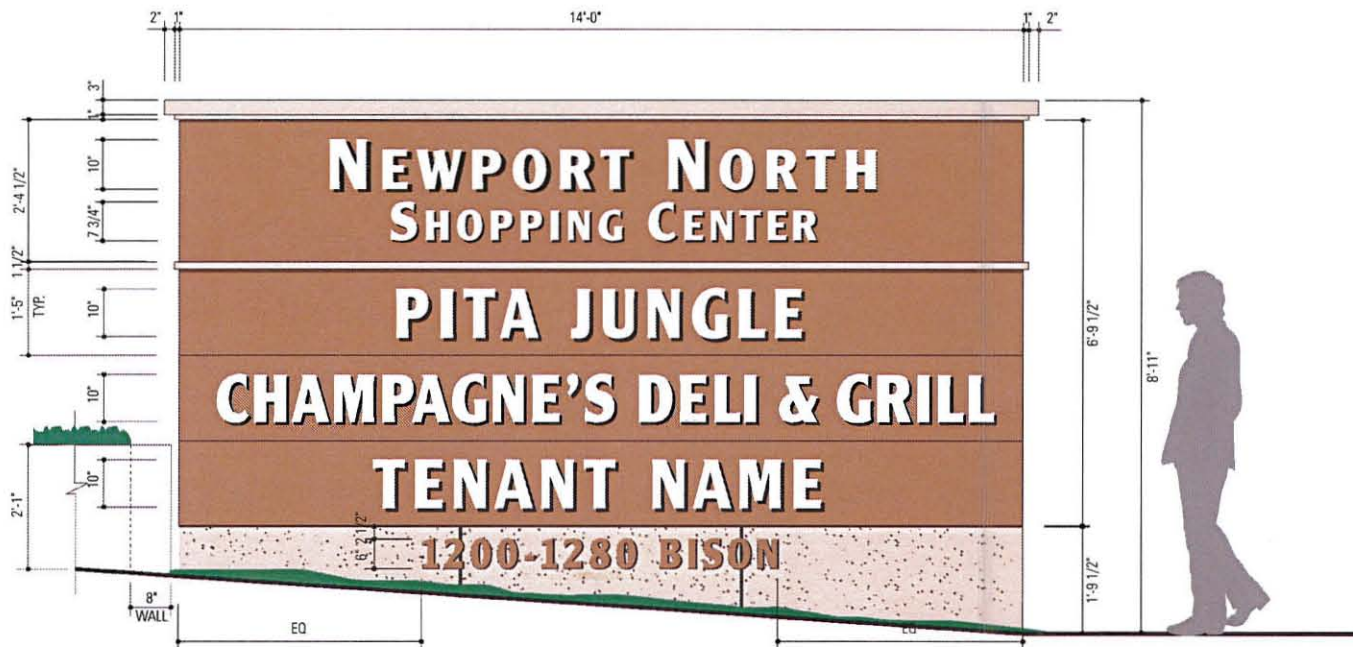
Irvine Company
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Design Development

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Existing
Conditions

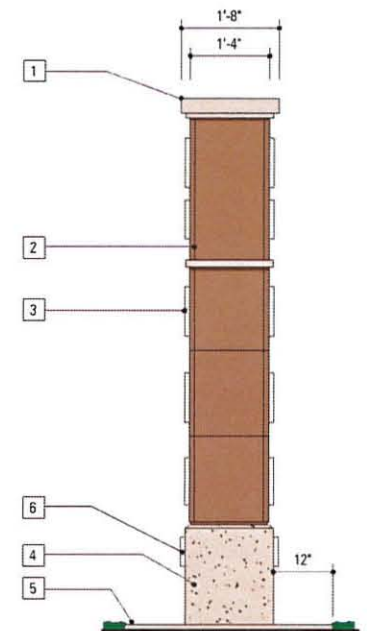
G3



1 ELEVATION - SIGN TYPE 1 - SIGN NO. 1.1 - 95 SQ. FT. SIGN PANEL AREA - PROPOSED PROJECT/TENANT I.D. MONUMENT SIGN ON MaCARTHUR
SCALE: 1/2" = 1'-0"

NOTES

- 1 .125" THK FABRICATED ALUMINUM CAP WITH PAINT FINISH
- 2 .125" THK ALUMINUM SIGN CABINET WITH PAINT FINISH
- 3 INTERNALLY ILLUMINATED 1" THK WHITE TRANSLUCENT PUSH THRU ACRYLIC LETTERS
- 4 NEW POURED IN PLACE CONCRETE BASE WITH FINISH/TEXTURE AND COLOR TO MATCH EXISTING SIGN.
- 5 12" CONTINUOUS MOW STRIP
- 6 6" HIGH X 1/2" THK. FLAT CUT ALUMINUM ADDRESS COPY WITH PAINT FINISH TO MATCH METAL SIGN CABINET. COPY TO BE PIN MOUNTED WITH BLIND ANCHOR STUDS WITH 3/16" STANDOFF SPACERS.



2 SIDE VIEW
SCALE: 1/2" = 1'-0"



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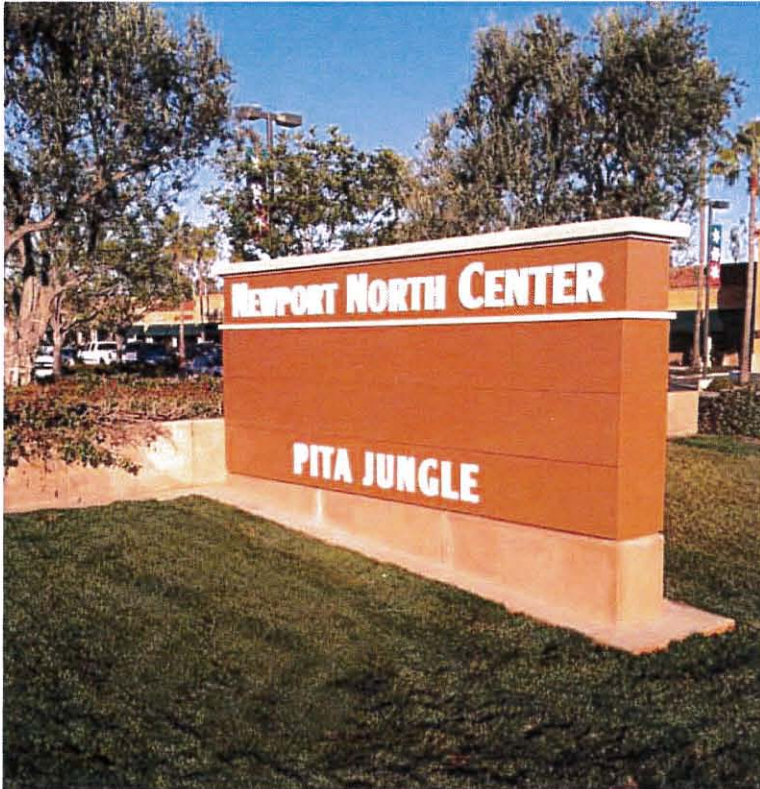
Design Development

11.27.12 KK

Sign Type 1
Sign No. 1.1

Project/Tenant ID Monument

G4



1 | SIGN TYPE 1 - SIGN NO. 1.1 - EXISTING CONDITION
SCALE: N.T.S.



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Signage and Graphics Program
Newport Beach, California
Project No. 11003

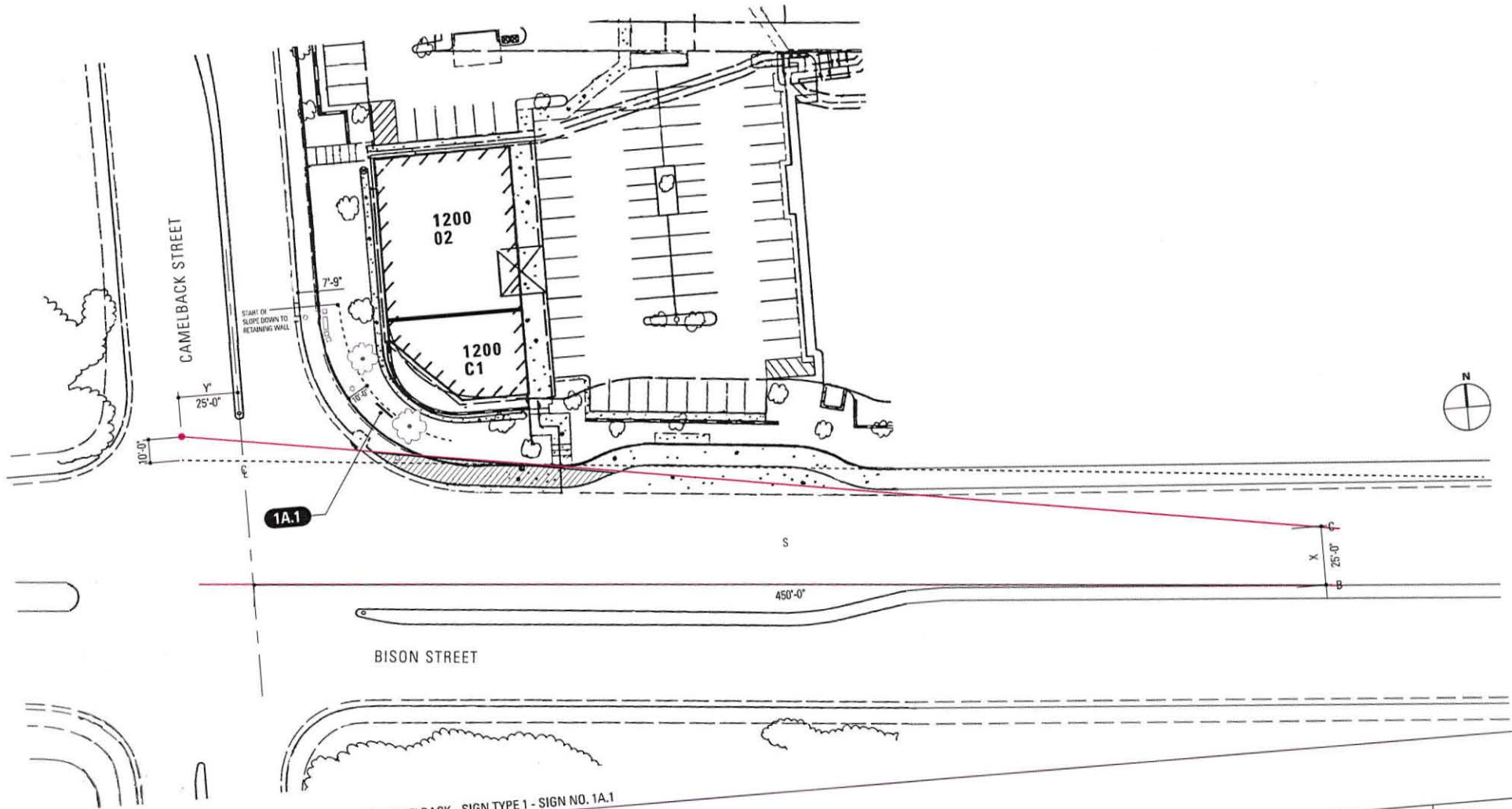
Irvine Company
Retail Properties

Design Development 11.27.12 KK

**Sign Type 1
Sign No. 1.1
Existing
Condition**

Project/Tenant ID Monument

G5



1 PARTIAL SITE/SIGN LOCATION PLAN AT BISON & CAMELBACK - SIGN TYPE 1 - SIGN NO. 1A.1
SCALE: 1"= 40'



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Project No. 11003

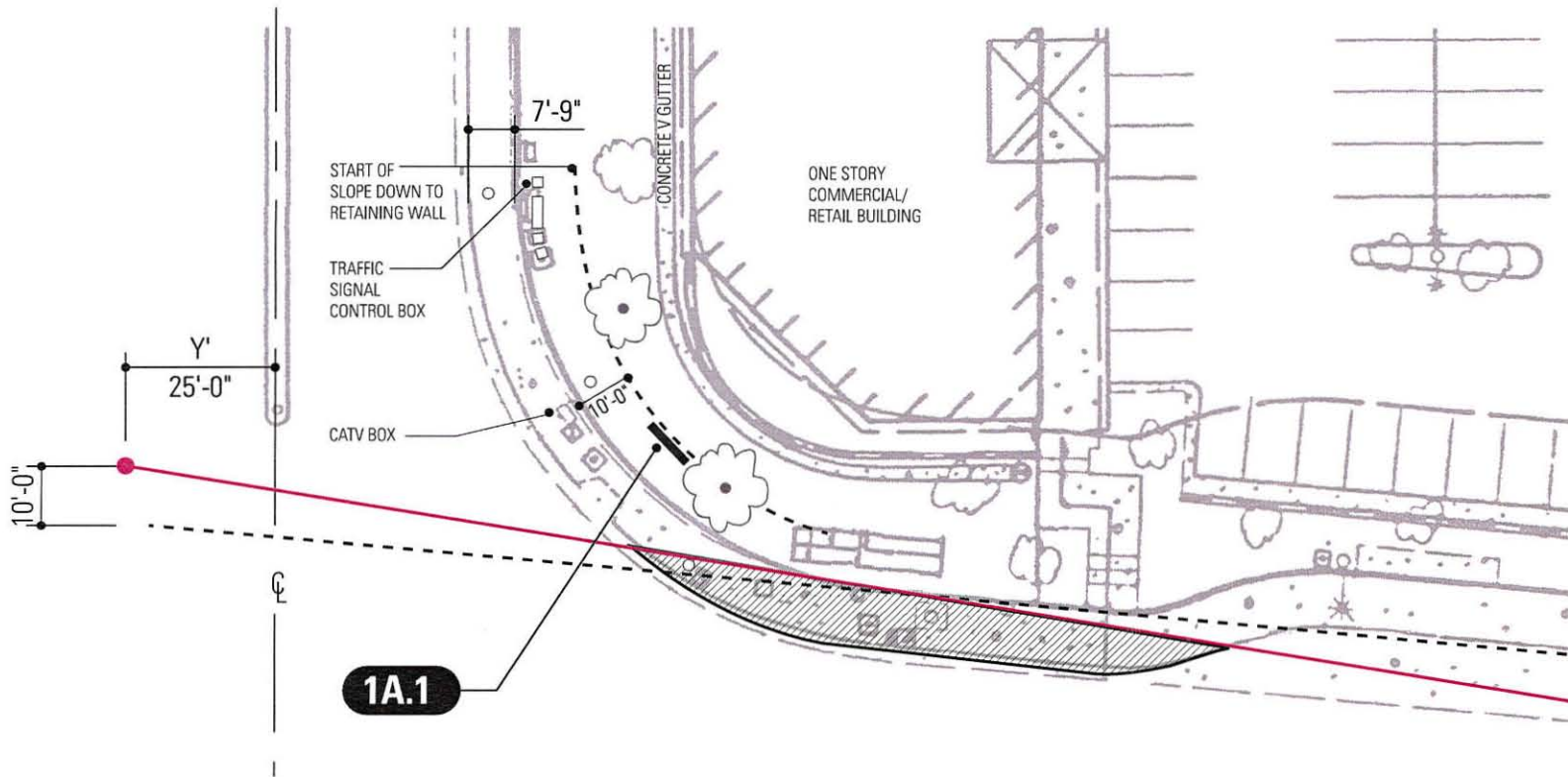
Irvine Company
Retail Properties

Design Development

11.27.12 KK

**Partial Site
Plan/Line of
Sight Plan
Sign No. 1A.1**

G6



1 PARTIAL SITE/SIGN LOCATION PLAN AT BISON & CAMELBACK - SIGN TYPE 1 - SIGN NO. 1A.1
SCALE: 1"= 20'-0"



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Newport Beach, California
Project No. 11003

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Design Development 11.27.12 KK

**Partial Site/Sign
Location Plan
Sign No. 1A.1**

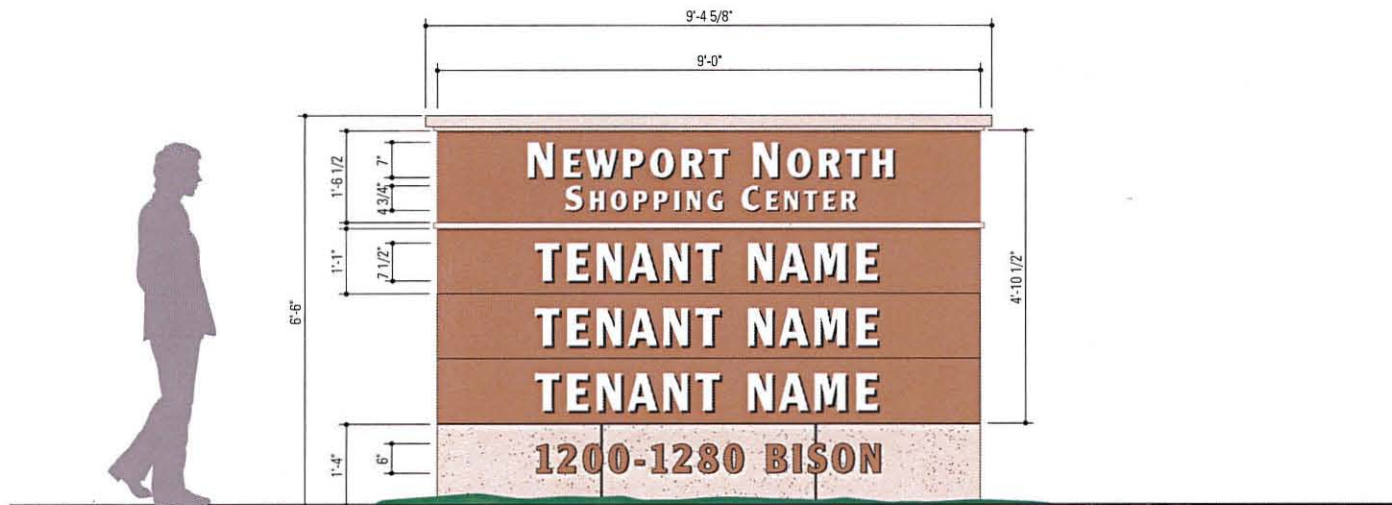
Project/Tenant ID Monument

G7

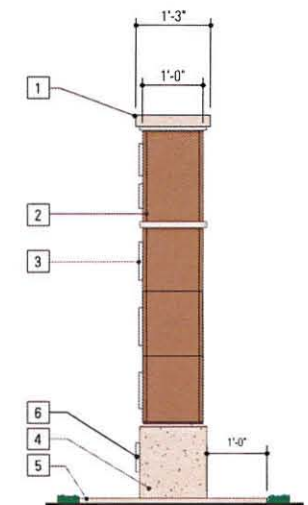
NOTES

NRL_S11_Monument_Sign_Gr2.dwg

- 1 .125" THK FABRICATED ALUMINUM CAP WITH PAINT FINISH
- 2 .125" THK ALUMINUM SIGN CABINET WITH PAINT FINISH
- 3 INTERNALLY ILLUMINATED 1" THK WHITE TRANSLUCENT PUSH THRU ACRYLIC LETTERS
- 4 NEW POURED IN PLACE CONCRETE BASE WITH FINISH/TEXTURE AND COLOR TO MATCH EXISTING SIGN.
- 5 12" CONTINUOUS MOW STRIP
- 6 6" HIGH X 1/2" THK. FLAT CUT ALUMINUM ADDRESS COPY WITH PAINT FINISH TO MATCH METAL SIGN CABINET. COPY TO BE PIN MOUNTED WITH BLIND ANCHOR STUDS WITH 3/16" STANDOFF SPACERS.



1 ELEVATION - SIGN TYPE 1A - SIGN NO. 1A.1 - 44 SQ. FT. SIGN PANEL AREA - PROPOSED PROJECT/TENANT I.D. MONUMENT SIGN AT CORNER OF BISON & CAMELBACK
SCALE: 1/2" = 1'-0"



2 SIDE VIEW
SCALE: 1/2" = 1'-0"



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Signage and Graphics Program
Newport Beach, California
Project No. 11003

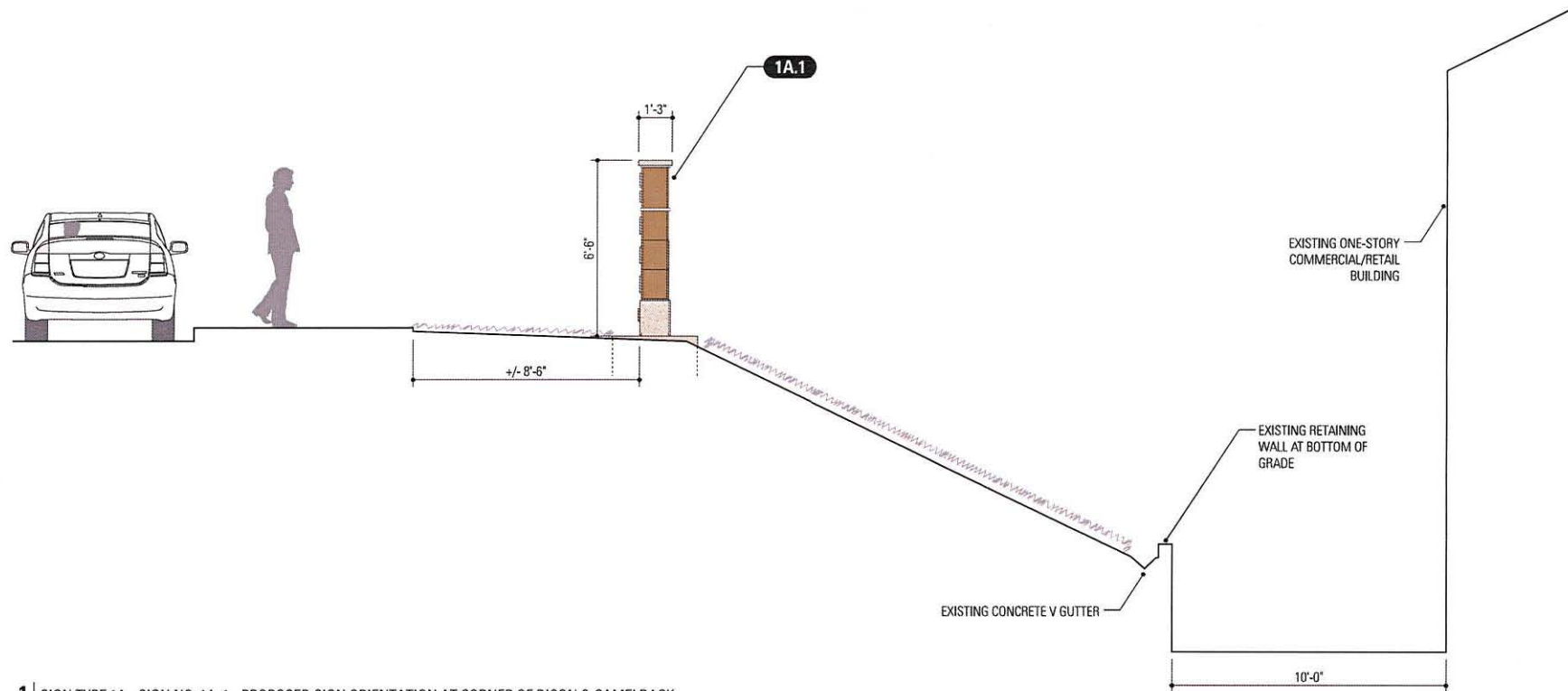
Irvine Company
Retail Properties

Design Development 11.27.12 KK

Sign Type 1A
Sign No. 1A.1
Proposed

Project/Tenant ID Monument

G8



1 SIGN TYPE 1A - SIGN NO. 1A.1 - PROPOSED SIGN ORIENTATION AT CORNER OF BISON & CAMELBACK
SCALE: 1/4" = 1'-0"



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Newport Beach, California
Project No. 11003

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Retail Properties

Design Development 11.27.12 KK

Sign Type 1A
Sign No. 1A.1
Proposed Sign
Orientation

Project/Tenant ID Monument

G9



VIEW LOOKING NORTH FROM BISON

1 | PHOTOSIM - SIGN TYPE 1A - SIGN NO. 1A.1 - (CORNER OF BISON & CAMELBACK)
SCALE: N.T.S.



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Newport Beach, California
Project No. 11003

Irvine Company
Retail Properties

Design Development 11.27.12 KK

Sign Type 1A.1
Photosim

Project/Tenant ID Monument

G10

ADDITIONAL
MATERIALS
RECEIVED

To: ZONING ADMINISTRATOR
Subject: Additional Materials Received

Item No. 2a: Additional Materials Received
Zoning Administrator Hearing January 24, 2013
Newport North Center Monument Signs Modification (PA2012-168)

From: bob mccaffrey [<mailto:bobmac988@yahoo.com>]
Sent: Tuesday, January 22, 2013 2:50 PM
To: Garcia, Jay
Subject: PA2012-168

Mr. Garcia

My wife and I reside at 40 Hillside Drive Newport Beach. The property involved in this request is very close to our residence which backs up to Bison and overlooks Camelback.

We would attend the meeting but we are out of town and unable to be part of this hearing. If this issue is going to be discussed at a later meeting we would like to be advised and participate.

We object to the signage request and the illumination of the proposed sign. The lighting is a major concern as it will intrude into the bedrooms at the rear of our house.

The concern of the requestor was traffic coming from Jamboree. This is not the primary source of traffic which would need additional signage. This would be primarily a form of advertising and would detract from the ambience of the neighborhood. The signage would not be in a position to aid traffic flow therefore we strongly oppose this request for a variance.

If you have any question regarding our concerns; we can be reached by email.

Thank you in advance for your assistance in this matter.

Mr. and Mrs. Robert McCaffrey
40 Hillside Drive
Newport Beach, CA 92660